Microsoft

Azure

Welcome to the

Azure Tech Groups Quarterly Call

We'll start in 5 mins

Microsoft

Azure

Azure Tech Groups

Quarterly Group Leader Call

Microsoft

June 2021

June Quarterly Group Leader Call: Agenda

- Intro / Overview (Leann)
- Hear from Meetup (Marie-Lou)
- Interesting finds (Jenn)
- Q&A

Event guidance –

Feel free to ask questions as we go, we'll leave ~15 mins at the end for additional questions.

To ask questions, use the Q&A button.

Intros

Jenn Jinhong

Azure Developer Marketing

A quirky 'geek' who enjoys discussing and exploring the latest technologies. Loves fun lighting.

@jennjin
jenniferjinhong
JennJin

Leann Turpin

Community Program Manager

Mom, tech geek, purveyor of hope, connector of people, Microsoft alumni, life-long learner.

@leanneileen
leannturpin
LeannTurpin

Marie-Lou Gauthier

Meetup.com

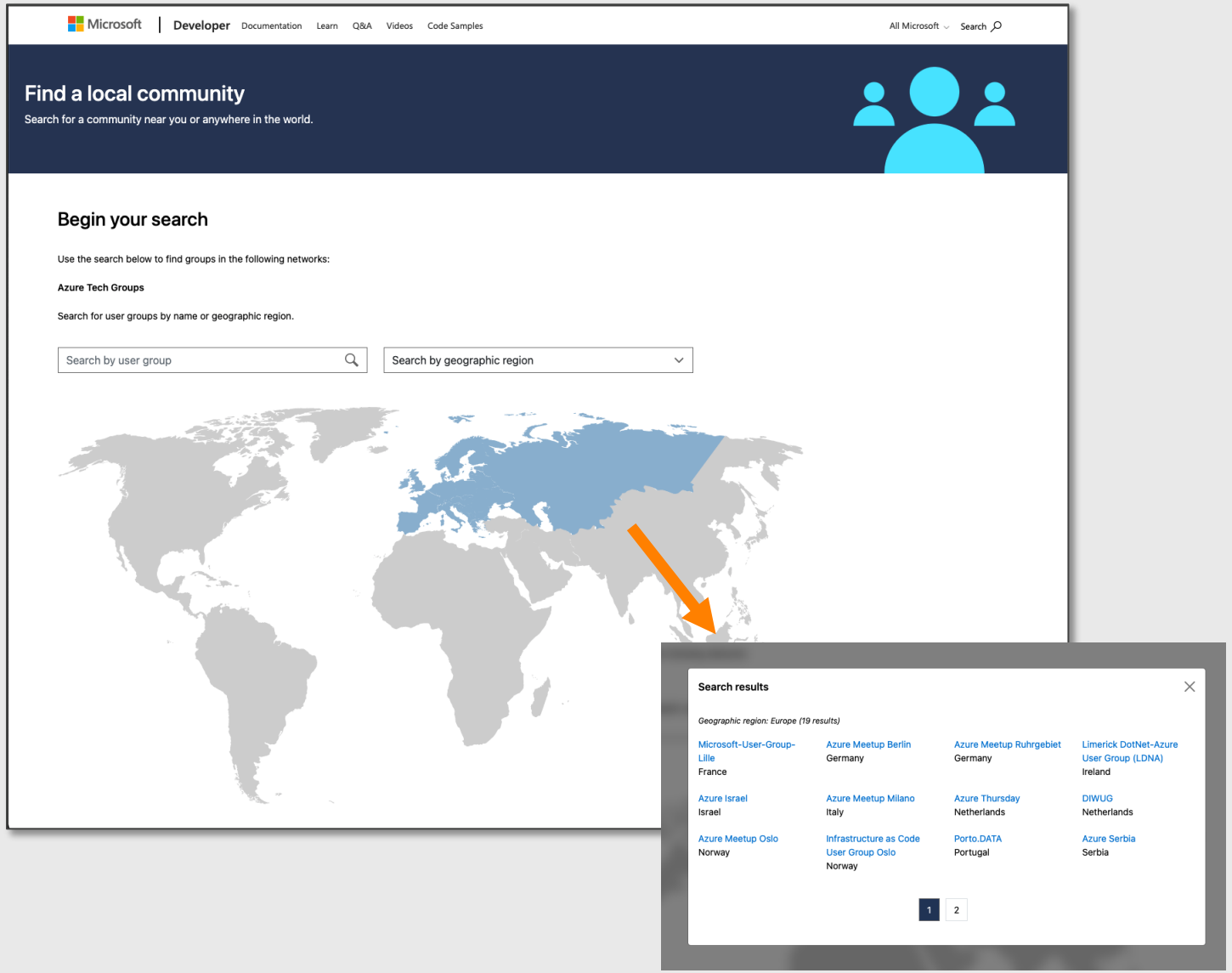
Community building expert who helps businesses engage their audience at scale and empower meaningful human connections.

marielougauthier

State of the Community

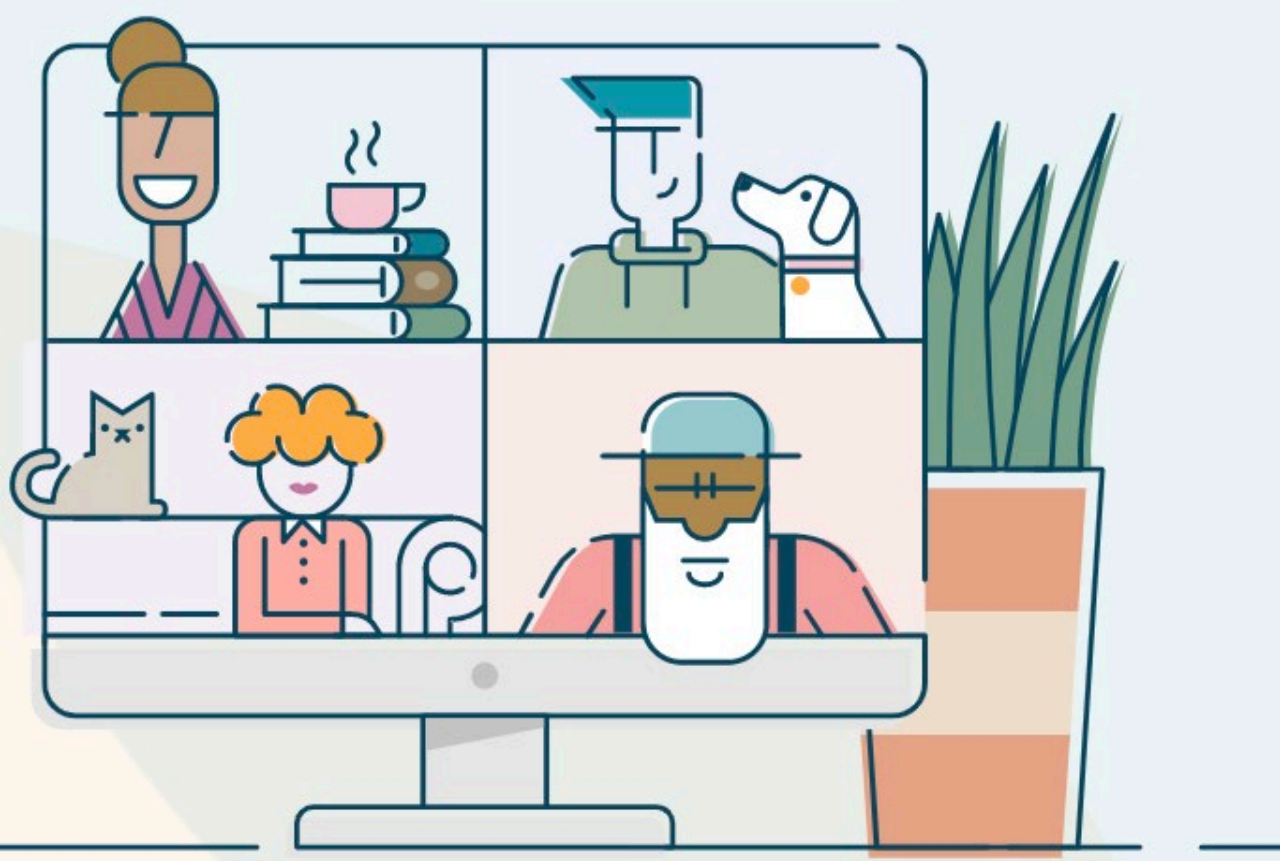
156 Groups
254,207 members
45 Countries

Monthly Avgs *(past 3 months)*
400+ events
22k+ RSVPs



New! Find a local community
https://developer.microsoft.com/en-us/community/FindGroups

Hear from Meetup



HYBRID EVENTS

Coming soon on Meetup!

WHY HYBRID EVENTS?

- As the world opens up, we're seeing that Meetup organizers want to continue to host online events in order to retain the benefits of the online community they have created over the past year (e.g. wider audience reach, improved access to valuable content and speakers, etc.)

- Hybrid event: *An event that leverages technology to meaningfully integrate in-person and virtual attendee experiences at scale.*

- Organizers on Meetup are already hosting hybrid events (we're seeing events with a physical location and a video conferencing link in the event description). While this current workaround allows organizers to display a virtual link in the event description, promotion and discovery of the event becomes challenging because our current architecture and system would classify this as an in-person event and not get the benefits of being classified as an online event (note: online events have a wider geographical focus/target than in-person events).

BENEFITS OF HYBRID EVENTS

- **Scale:** Hybrid events allow event organizers to extend their reach.

- **Experience:** Where keynotes and presentations were formerly just one-way conversations, hybrid offers interactive elements like crowdsourced Q&As and live polls (combination of the irreplaceable value of in-person with the amazing reach, insights, and possibilities surfaced by technology in the virtual medium)

- **Analytics:** With traditional in-person, it's hard for organizers to track attendees' behavior. With virtual, it's much easier because everything is digital. Hybrid is bridging the divide and it's aligning in-person and virtual data together to provide one unified picture of your audience.

- **Permanence:** Adding the ability to record during hybrid sessions creates a permanent record of events, which can capture priceless moments and build a repository of valuable content.

TIMELINE

Meetup will be releasing new features to support hybrid events:

Phase 1: Enable hybrid events (early Q3 2021, July-Sep 2021)

- Give organizers the ability to host an event both in-person and online
- Allow members to filter/search for hybrid events
- Adjust our event promotion & discovery architecture to support hybrid events

Phase II: Embrace hybrid events (through Q3 2021, July-Sep 2021)

- Updating our product and resources to give Meetup organizers and members the tools they need to create and foster their communities will be crucial to having successful hybrid events on our platform.

- Design the best experience from both the organizers' perspective and the members' perspective:
  - ***Organizers***: What tools and features organizers will need to plan, schedule, host, follow up and engage with members successfully before, during and after a hybrid Meetup event.
  - ***Members***: What features members will need to easily discover, RSVP, attend and stay connected with other attendees they meet at a hybrid Meetup event?

KEY CONSIDERATIONS

- **Hybrid Event Production & Technologies:** Make sure that your event setup works for your in-person and virtual audience alike.
- **Virtual and Physical Spaces:** For a hybrid event, you need both a physical venue and virtual environment. Not only do you need both environments, but they need to be able to merge together, allowing attendees to connect.
- **Hosts and Moderators:** A great host will engage hybrid audiences. They can bridge both worlds by making sure the in-person and virtual spaces are integrating and having a good experience. Moderators can read the crowd, help create engagement, and draw out conversations should technical issues arise. For hybrid events, we recommend having both an in-person team and a virtual team.
- **COVID Compliance:** In-person events are going to look different when they return. Make sure to have safety guidelines in place for your in-person attendees
- **Virtual & In-Person Swag:** Guests always look forward to swag and brands benefit from the opportunity to get their logo out there. It's a great way to provide value for sponsors as well. In a hybrid setting, your virtual attendees don't want to feel left out, so we recommend to plan to send them some swag before the event or offer virtual swag during the event.
- **Put your attendees first!** Create a feedback loop to learn from attendees on what worked and what could be improved.

MEETUP LIVE EVENT WITH MEETUP CEO

Wednesday, June 16, 2021
5:00 PM to 5:45 PM EDT

Details

At the beginning of 2021, Meetup CEO David Siegel shared what we accomplished in 2020 and what was ahead for the remainder of 2021. We've spent the past six months listening to our organizers and members to plan our next moves. At this special Meetup Live event, we'll be sharing the wins, learnings, and news on what's to come.

Join Meetup CEO David Siegel for an in-depth presentation on the current state of Meetup, including our new "Let's Get Back Together" initiative and the future of in-person, online, and hybrid events. Plus, stick around for a Q&A session.

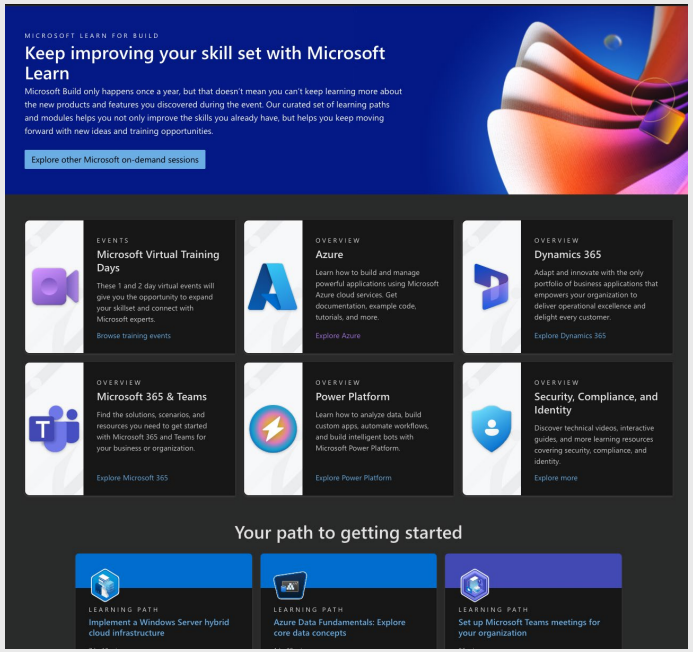
A limited number of tickets will be available for those who would like to attend this event in person.*

Introduction (5 mins)
Update with David Siegel (25 mins)
Q&A session (15 mins)

Interesting finds

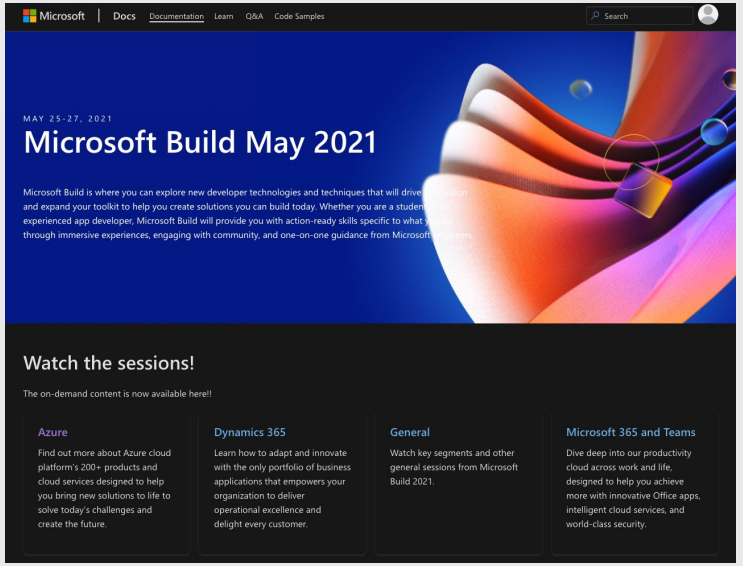
Learn. Connect. Code.

Microsoft Build



Explore content, learning paths, and find other on-demand sessions

aka.ms/azure-tech-groups/learnatbuild



On-demand sessions

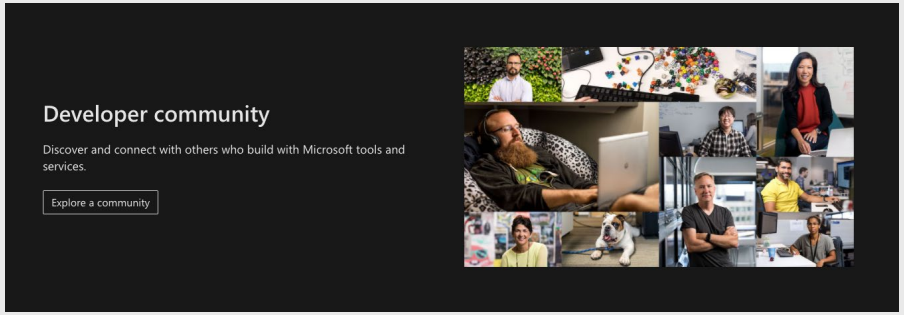
aka.ms/azure-tech-groups/build2021_sessions

Microsoft Build Digital Swag

- Desktop wallpapers
- Social stickers
- Microsoft Teams backgrounds
- Watch faces

aka.ms/build2021/swag

developer.microsoft.com



Microsoft Ignite in the fall

Share your ideas and thoughts on how to get involved in the Leaders Hub.

aka.ms/azure-tech-groups/Ignite_ideas

Next quarterly call – guest speaker

Tiago Costa - Group leader from Portugal

How the community and certifications can help you achieve more

Connection Zone

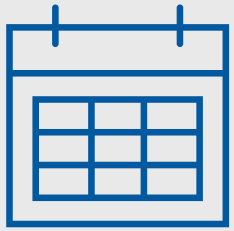
Speakers: **Sharon Bennett** | **LinkedIn** **Tiago Costa** | **Independent Contractor**
Julian Sharp | **Ready 365** **Cliff Simpkins** | **Microsoft**

There are lots of resources you can tap into to help you with your professional development. Connect with the community and our experts to explore resources available to you from content to community to certifications. Unmute yourself, turn your camera on - No presentations here! Be prepared for chat and a fun, interactive discussion!

Q&A

Thanks for joining!

Mark your calendars!



Next Quarterly Call is:
September 2021

Find past monthly communications and quarterly calls:
https://aka.ms/atc/Archive_Comms

List of content resources:
https://aka.ms/atc/content_resources

Have questions? Contact us at azure-tech-groups@microsoft.com

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